



Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

**Contract # 330474**  
Schedule Dates 09/19/12-09/27/12  
Advertiser Pol/Iss/American Crossroads (13324)  
Agency Crossroads Media (1218)  
Product Political - Issue (1068)  
Brand 952/AMERICAN CROSSROADS (136641)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name MARONEY,STEPHANIE  
Phone/Fax /  
CPE 11/27/952  
Account Types National/Political  
Billing Type Standard  
Comments AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 09/07/12  
Last Modified 09/07/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06307168  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,695.00  
Net Total \$9,605.00  
Sales Tax

Charlotte (WSOC)  
By Broadcast Month Spots Rate  
Sep. 2012 9 \$11,300.00  
Grand Total: 9 \$11,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	4P- 5P (EST)						1			1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	DR. OZ	9/7/12
2.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	10A- 11A (EST)									1	\$700.00	\$700.00	Charlotte (WSOC)	KATIE EFF-9/10/12	9/7/12
3.0	Normal Line / Spot	09/22/12-09/22/12	2	:30	8P- 11:30P (EST)									1	\$4,500.00	\$4,500.00	Charlotte (WSOC)	SAT NT FTB-ABC<	9/7/12
4.0	Normal Line / Spot	09/20/12-09/27/12	2	:30	10A- 11A (EST)								1	2	\$700.00	\$1,400.00	Charlotte (WSOC)	KATIE EFF-9/10/12	9/7/12
5.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	4P- 5P (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	DR. OZ	9/7/12
6.0	Normal Line / Spot	09/25/12-09/25/12	2	:30	10A- 11A (EST)									1	\$700.00	\$700.00	Charlotte (WSOC)	KATIE EFF-9/10/12	9/7/12
7.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	4P- 5P (EST)									1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	DR. OZ	9/7/12
8.0	Normal Line / Spot	09/19/12-09/19/12	4	:30	4P- 5P (EST)									1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	DR. OZ	9/7/12

### CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

REP HEADLINE# 6307168  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 610-225-1151  
CREDIT RISK !!  
HARRIS REPORT FROM REP

SEP6/12 19.18  
\*\*\* WSOC-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS

REP.# OFF.# 220 SALESMAN #

AGY # 2383 AGY. NAME CROSSROADS MEDIA LLC

BUYER NAME STEPHANIE MARONEY

66 CANAL CENTER PLAZA, SUITE 555

SALES PRSN PH- NICK WELTE

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6307168

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#952 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP27/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE SEP6/12 19.18

REP: TO JILL  
FR JARED  
NEW AMERICAN CROSSROADS ORDER  
TOTAL \$11300  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11  
AGENCY PRODUCT CODE = 27  
AGENCY EST# = 952

1			400P-500P	30		\$1,000.00	9/21	9/21	1		FRI	1
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PROGRAM : DR. OZ  
CON COM1: DR. OZ

2			1000A-1100A	30		\$700.00	9/24	9/24	1		MON	1
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PROGRAM : KATIE EFF:9/10/12  
CON COM1: KATIE EFF:9/10/12

REP HEADLINE# 6307168  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP6/12 19.18  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			800P-1130P PROGRAM : SAT NT FTB-ABC< CON COM1: SAT NT FTB-ABC<	30		\$4,500.00	9/22	9/22	1		SAT	1
4			1000A-1100A PROGRAM : KATIE EFF:9/10/12 CON COM1: KATIE EFF:9/10/12	30		\$700.00	9/20	9/27	1		THU	2
5			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$1,000.00	9/27	9/27	1		THU	1
6			1000A-1100A PROGRAM : KATIE EFF:9/10/12 CON COM1: KATIE EFF:9/10/12	30		\$700.00	9/25	9/25	1		TUE	1
7			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$1,000.00	9/25	9/25	1		TUE	1
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$1,000.00	9/19	9/19	1		WED	1
SEP/12						11300.00						

CONTRACT TOTAL 11300.00  
TOTAL SPOTS 9

MARKET TOTALS \$30,540 WSOC 37% WBTV 30% WCNC 15% WCCB 14% WJZY 1% WMYT 2% WAXN 1%  
CABL 0%  
SVC- NSI  
DEMOS- RA35+\*